

## Message Text

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ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 USIA-15 PA-02 OES-05 CIAE-00

INR-07 NSAE-00 ( ISO ) W

----- 048047

R 311710Z MAR 75

FM AMEMBASSY SANTO DOMINGO

TO SECSTATE WASHDC 3239

USDOC/WASHDC

INFO AMEMBASSY PORT AU PRINCE

AMEMBASSY BRIDGETOWN

AMEMBASSY QUITO

AMCONSUL CURACAO

UNCLAS SECTION 1 OF 2 SANTO DOMINGO 1376

E.O. 11652: N/A

TAGS: BEXP, BPRO, ENRG, DR

SUBJECT: COMMERCIAL ACTION PROGRAM: SANTO DOMINGO SOLAR

ENERGY SHOW - FINAL REPORT

REF: A) SANTO DOMINGO 0198, JANUARY 13, 1975 (NOTAL)

B) STATE 37642, FEBRUARY 20, 1975 (NOTAL)

C) SANTO DOMINGO 923, FEBRUARY 24, 1975 (NOTAL)

SUMMARY. THE EMBASSY'S MARCH 17 TO 21 SOLAR ENERGY EXHIBITION/ SEMINAR WAS A SUBSTANTIAL SUCCESS: BEYOND STIMULATING OFFICIAL AND INDIVIDUAL INTEREST IN THE SOLAR ENERGY CONCEPT, THE SHOW PRODUCED SOLID COMMERCIAL RESULTS FOR THE EXHIBITING FIRMS. JOINT MANUFACTURING VENTURES AND/OR REPRESENTATION AGREEMENTS ARE EMERGING, MOSTLY IN THE FIELD OF DIRECT SOLAR WATER HEATING, A PRACTICAL TECHNOLOGY NOW AVAILABLE WHICH IS IDEALLY SUITED TO THE CARIBBEAN. THE COMPANIES INVOLVED AS WELL AS THE SOLAR ENERGY INDUSTRIES ASSOCIATION (SEIA) PLAN TO USE THIS EVENT AS A STARTING POINT FOR INCREASED PROMOTION OF THEIR PRODUCTS ABROAD.

1. THE EXHIBITION. FIVE COMPANIES EXHIBITED: SOLAR DEVICE, INC., SAN JUAN, PUERTO RICO (SOLAR WATER HEATER); WILCON CORP., OCALA FLORIDA (TWO TYPES OF SOLAR WATER HEATERS); SOLAR POWER CORP., UNCLASSIFIED

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BRAINTREE, MASSACHUSETTS (SOLAR BATTERY MAINTAINER AND PHOTOVOL-

TAIC MODULES); FUN & FROLIC, INC., MADISON HEIGHTS, MICHIGAN (SOLAR WATER HEATER FOR SWIMMING POOLS); AND EMPRESAS PRO DESA ROLLO (PRODESA), SANTO DOMINGO (A PROTOTYPE OF THE FIRST DOMINICAN SOLAR WATER HEATER). ALL EXHIBITS WERE WORKING MODELS, SET UP BOTH INSIDE AND IN FRONT OF THE DOMINICAN ASSOCIATION OF INDUSTRIES BUILDING IN SANTO DOMINGO. IN ADDITION, THREE COMPANIES REPRESENTED ON THE SEIA SEMINAR TEAM CONTRIBUTED GRAPHICS AND STATIC DISPLAYS. TWO FIRMS (FUN & FROLIC AND WILCON) GAVE SLIDE SHOW PRESENTATIONS IN THE ASSOCIATION AUDITORIUM AND A USIS FILM ON ALTERNATE/EXOTIC SOURCES OF ENERGY WAS SHOWN ON A REGULAR BASIS. ALL COMPANIES EXCEPT SOLAR POWER WERE REPRESENTED AT THE SHOW BY ONE OR MORE EXECUTIVES. IN ADDITION, PERSONNEL FROM THE EMBASSY, THE AMERICAN CHAMBER OF COMMERCE AND THE PUERTO RICAN COMMERCIAL OFFICE ACTED AS GUIDES AND TRANSLATORS THROUGHOUT THE WEEK.

2. THE SEMINAR. A FIVE-MAN TEAM FROM SEIA CONDUCTED AN ALL-DAY SEMINAR ON THE 18TH; ALTHOUGH THE ENTIRE SOLAR ENERGY FIELD WAS COVERED, SPECIAL EMPHASIS WAS PLACED ON THE PRACTICAL TECHNOLOGY OF SOLAR WATER HEATING. SEMINAR MEMBERS WERE JAMES INCE, EXECUTIVE DIRECTOR OF SEIA; DR. AMADOR COBAS, DIRECTOR OF THE INSTITUTE OF SOCIAL TECHNOLOGY IN SAN JUAN; ALFRED JENKINS, PRESIDENT OF ENERGEX, LAS VEGAS, NEVADA; DR. GEORGE SZEGO, PRESIDENT OF INTERTECHNOLOGY CORP., WARRENTON, VIRGINIA; AND WILLIAM ROBBINS, PRESIDENT OF W.R. ROBBINS & SONS, MIAMI, FLORIDA. TEXTS DISTRIBUTED TO PARTICIPANTS WERE A SPECIAL PAPER WRITTEN BY DR. COBAS IN SPANISH AND A NATIONAL SCIENCE FOUNDATION TECHNICAL REPORT (SOLAR ENERGY UTILIZATION FOR HEATING AND COOLING). ALL TRANSPORTATION AND PER DIEM COSTS FOR THE SEMINAR MEMBERS WERE PAID BY THE DOMINICAN ELECTRIC CORPORATION.

3. OTHER ACTIVITIES. ON WEDNESDAY MORNING A SPECIAL PRESENTATION AND DISCUSSION WAS PREPARED FOR SELECTED KEY REPRESENTATIVES OF THE CONSTRUCTION INDUSTRY. SOCIAL EVENTS INCLUDED A STAG RECEPTION GIVEN BY AMBASSADOR HURWITZ AT THE RESIDENCE MONDAY EVENING AND A DINNER FOR SEMINAR MEMBERS AND EXHIBITORS TUESDAY NIGHT, HOSTED BY JULIO SAURI, ADMINISTRATOR OF THE ELECTRIC CORPORATION.

4. ATTENDANCE. SOME 680 PEOPLE VISITED THE SHOW, WHICH WAS OPEN FROM TWO P.M. ON MONDAY UNTIL FRIDAY NOON. ABOUT HALF OF THIS NUMBER WERE JUNIOR HIGH SCHOOL AND HIGH SCHOOL STUDENTS IN

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ORGANIZED GROUPS; THE MAJORITY OF THE REST WERE ENGINEERS, CONSTRUCTION COMPANY OFFICIALS, MANUFACTURERS, DISTRIBUTERS OF ELECTRICAL DEVICES, AND UNIVERSITY PROFESSORS. BUSINESSMEN FROM HAITI, BARBADOS AND CURACAO VISITED SANTO DOMINGO ESPECIALLY FOR THE EXHIBITION AND SEMINAR; OTHERS FROM ECUADOR, ARGENTINA AND VENEZUELA WERE IN THE DOMINICAN REPUBLIC ON OTHER BUSINESS AND ATTENDED THE SHOW. DOMINICAN VICE PRESIDENT CARLOS GOICO MORALES HEADED THE LIST OF SPECIAL GUESTS AT THE INAUGURATION MONDAY AFTERNOON. NINETY-TWO

PEOPLE TOOK PART IN THE SEMINAR ON TUESDAY.

5. SPONSORSHIP. FOR THE RECORD, ALL EXTRAORDINARY EXPENSES FOR THIS EVENT (INCLUDING THE AMBASSADOR'S RECEPTION) WERE COVERED BY OTHER THAN USG FUNDS. IN ADDITION TO THE ELECTRIC CORPORATION FUNDING OF THE SEMINAR AND MISCELLANEOUS COSTS, THE AMERICAN CHAMBER OF COMMERCE CONTRIBUTED MONEY, AND THE ASSOCIATION OF INDUSTRIES DONATED THE USE OF THEIR EXHIBITION FACILITIES AND AUDITORIUM FREE OF CHARGE, AS WELL AS PROVIDING REFRESHMENTS FOR THE INAUGURATION AND DURING THE SEMINAR. EXHIBITING FIRMS PAID FOR THEIR OWN TRANSPORTATION COSTS; EXTRA EXHIBITION MATERIALS, GRAPHICS AND EQUIPMENT WERE PROVIDED BY USIS, WHICH GAVE FULL COOPERATION BEFORE AND DURING THE EVENT.

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AMBDYASSY QUITO 177

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6. COMMERCIAL RESULTS. IT SEEMS LIKELY THAT A NEW INDUSTRY WILL BE CREATED IN THE DOMINICAN REPUBLIC: THE MANUFACTURE OR ASSEMBLY OF SOLAR WATER HEATERS, MOSTLY IN JOINT VENTURE WITH U.S. FIRMS. BY COMPANY: WILCON HAS SELECTED A DOMINICAN JOINT VENTURE PARTNER AND IS NEGOTIATING WITH AN ECUADOREAN FOR A POSSIBLE JOINT VENTURE/ LICENSING AGREEMENT THERE. SOLAR DEVICE IS WORKING WITH A DOMINICAN FIRM TO DEVELOP A PHASED PROGRAM BEGINNING WITH DIRECT SALES AND MOVING TOWARD ASSEMBLY/MANUFACTURE IN THE DR. FUN & FROLIC HAS CHOSED A PROBABLE AGENT IN SANTO DOMINGO. THE EMBASSY WILL SEND A LIST OF INTERESTED AGENTS TO SOLAR POWER CORPORATION.

ENERGEX IS PURSUING A NUMBER OF JOINT VENTURE LEADS. FINALLY, PRODESA CONSIDERED THE SHOW AN UNUSUALLY SUCCESSFUL PROMOTION FOR ITS NEW LOCALLY-MADE PRODUCT AND PLANS TO EXPAND ITS MANUFACTURING AND SALES EFFORTS.

7. CONTINUING PROMOTION. LOCAL PRESS COVERAGE OF THE EXHIBITION AND SEMINAR WAS THOROUGH AND UNIFORMLY FAVORABLE; CONSIDERABLE INTEREST WAS CERTAINLY GENERATED--AND CAN BE MAINTAINED. THREE OF THE FIVE OPERATING EXHIBITS WILL BE PLACED ON DISPLAY IN THE DOMINICAN NATIONAL LIBRARY FOR TEN DAYS BEGINNING APRIL 1. THESE SAME THREE WILL ALSO BE DISPLAYED AT THE BI-NATIONAL CENTER IN SANTIAGO (SECOND CITY OF THE DR) FOR TWO WEEKS STARTING APRIL 14; DR. COBAS WILL RETURN TO THE COUNTRY TO OFFER AN ABRIDGED UNCLASSIFIED

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VERSION OF THE SEMINAR IN SANTIAGO ON APRIL 15, AGAIN SPONSORED BY THE DOMINICAN ELECTRIC CORPORATION. THE WILCON CORP. HAS DECIDED TO LEAVE BOTH OF ITS EXHIBITION UNITS IN THE COUNTRY AS CONTINUING DEMONSTRATIONS OF SOLAR WATER HEATING. ONE HAS ALREADY BEEN FORMALLY PRESENTED TO THE SANTIAGO BI-NATIONAL CENTER FOR USE IN ITS NEW BUILDING, NOW IN THE PLANNING STAGE. THE OTHER WILL PROBABLY BE INSTALLED IN THE EMBASSY RESIDENCE IN SANTO DOMINGO.

8. COPIES OF THE EXHIBITOR SEMINAR PROGRAM HAVE BEEN POUCHED TO COMMERCE (BIC/OIM/CARIBBEAN) AND STATE (ARA/CAR/DR). SELECTED PRESS CLIPPINGS AND PHOTOGRAPHS WILL BE POUCHED WHEN READY.

9. BEYOND THE DOMINICAN REPUBLIC. SEIA AND INDIVIDUAL COMPANIES HAVE EXPRESSED STRONG INTEREST IN USING THE SANTO DOMINGO SHOW AS A SPRINGBOARD TOWARD EXPANDING SOLAR ENERGY ACTIVITY TO OTHER

COUNTRIES, IN THE CARIBBEAN AND ELSEWHERE. THE EMBASSY'S EXPERIENCE WITH THIS EVENT INDICATES THAT AT THE VERY LEAST SUCH PROMOTIONS INCREASE AWARENESS OF U.S. LEADERSHIP IN THE SEARCH FOR ALTERNATE SOURCES OF ENERGY AND DO PROVIDE AN EXCELLENT OPPORTUNITY FOR FOREIGN SALES BY AMERICAN FIRMS IN THE INDUSTRY. THREE REPRESENTATIVES OF THE INDUSTRY ARE ESPECIALLY GOOD CONTACTS; STATE OR COMMERCE MAY WISH TO CONSULT WITH THEM IN ANY FUTURE PLANNING IN THE FIELD: JAMES INCE OF SEIA, WASHINGTON; DR COBAS IN SAN JUAN; AND KEN WILSON, PRESIDENT OF WILCON IN OCALA, FLORIDA. DR COBAS, AUE CMER PRESIDENT OF THE UNIVERSITY OF PUERTO RICO AND CURRENTLY SCIENCE ADVISOR TO GOVERNOR HERUANDEZ COLON (IN

ADDITION TO HIS OTHER RESPONSIBILITIES), IS PARTICULARLY INTERESTED IN DEVELOPING SOLAR ENERGY MASTER PLANS FOR COUNTRIES HARD HIT BY THE OIL PRICE CRISIS. MR WILSON, WHO PROBABLY DID MORE TO MAKE THE EXHIBITION A SUCCESS THAN ANY OTHER COMPANY REPRESENTATIVE, HAS TOLD US THAT HE WILL ACTIVELY SEEK TO REPEAT HIS DOMINICAN REPUBLIC EXPERIENCE IN OTHER COUNTRIES; HE MAY WELL APPROACH STATE AND/OR COMMERCE TO DISCUSS HIS PLANS. IN ANY EVENT, INCE, COBAS AND

WILSON APPEAR TO BE REALISTIC BUSINESSMEN AND EXPERTS WHO UNDERSTAND THE LIMITATIONS OF SOLAR ENERGY AND CAN BE COUNTED ON FOR PRAGMATIC RATHER THAN SCIENCE-FICTION ADVICE.

10. A CAUTIONARY NOTE ON THE NATURE OF THE INDUSTRY. FYI. A NEW YORK TIMES SUNDAY MAGAZINE ARTICLE OF MARCH 16 COMPARED THE UNCLASSIFIED

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SOLAR ENERGY INDUSTRY OF TODAY WITH THE QUOTE UNSETTLED SHAKE-OUT PERIOD...(OF) THE FIRST BOOM DECADES OF THE AUTOMOBILE, WHEN HUNDREDS OF COMPANIES CAME INTO BEING TO MAKE HUNDREDS OF DIFFERENT KINDS OF CARS--GAS BUGGIES, STEAMERS, ELECTIRICS UNQUOTE. WE SAW AMPLE EVIDENCE DURING THE EXHIBITION OF THIS SITUATION: CERTAIN EXHIBITIORS WERE CONTINUALLY AT ODDS WITH CERTAIN MEMBERS OF THE SEMINAR TEAM AND WITH EACH OTHER OVER THE PROPER METHOD TO HEAT WATER USING THE ENERGY OF THE SUN. THE ARCAINE DEBATE BETWEEN THE ADVOCATES OF FLAT BLACK PLATE COLLECTORS AND DEFENDERS OF THE CIRCULAR GREEN PIPE SYSTEM REGULARLY TURNED INTO ALMOST CHILDISH SQUABBLES, MYSTIFYING TO THE FOREIGN SERVICE LAYMAN. THE INDUSTRY, ITS SPOKESMAN, AND INDIVIDUAL FIRMS MUST BE TREATED THEREFORE WITH OUR USUAL DIPLOMACY.  
HURWITCH

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## Message Attributes

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